

## METHOD AND APPARATUS TO MAXIMIZE ADVERTISING REVENUE

### ABSTRACT OF THE DISCLOSURE

5           Advertising revenue generated from placing ads in a publication with limited  
available advertising space is automatically maximized at at least market rates by  
selecting the highest-paying ads for publication. Beginning with the highest-paying  
ads, available ad space in an on-line publication is filled with advertisements that will  
fit within ad space that is available in the publication. In the preferred embodiment,  
10   ads are matched to subscribers (recipients) of the publication according to subscriber  
demographic data .

09738159 121500  
005727 6518460